

## THIS IS SONY

The meteoric rise of Sony within the electronics industry is best explained in the philosophy of its leaders. "Dreams give direction and purpose to life," Masuru Ibuka, President-Founder. "We challenge accepted ideas," Akio Morita, Executive Vice President-Co-Founder. It is the age-old formula of success: the ability to translate dreams into realities.

In 1946 Sony had eight employees in a boarded-off room in an abandoned warehouse in Tokyo. Today the Sony empire consists of 29 ultra-modern manufacturing plants, fully-equipped research laboratories and complexes dedicated to contemporary design and development. Its staff numbers more than 5,500 employees.

Over 1,500 of the employees are graduate engineers. All final electronic quality control is performed by engineers, and on several professional models the final assembly itself is 100% engineer-manned.

COMPLIMENTS OF YOUR SONY/SUPERSCOPE FRANCHISED DEALER

It is this stress on originality and engineering innovation that has made Sony the largest and most respected manufacturer of transistorized electronic equipment and tape recorders in the world.

## THIS IS SUPERSCOPE

Superscope, Incorporated, United States distributor for Sony tape recording products, carries through the Sony tradition of quality to you the customer.

At Superscope's Sun Valley, California plant, the same dedication to quality is directed to one of the most thoroughly comprehensive quality-control testing systems in the high fidelity industry. At the Superscope plant, every Sony tape recorder is subjected to a series of check-out tests to verify the perfect functioning of every electronic and mechanical part. The Superscope Warranty is an inherent part of every Sony tape recorder, and is your double guarantee of perfect performance in your home.

The franchised dealer from whom you purchase your Sony tape recorder has been carefully selected for his integrity and leadership in the high fidelity industry. He is an integral part of the Superscope national network of fine Audio/tape and Photo/tape Dealers and is your further guarantee of complete satisfaction.

**SONY SUPERSCOPE**®

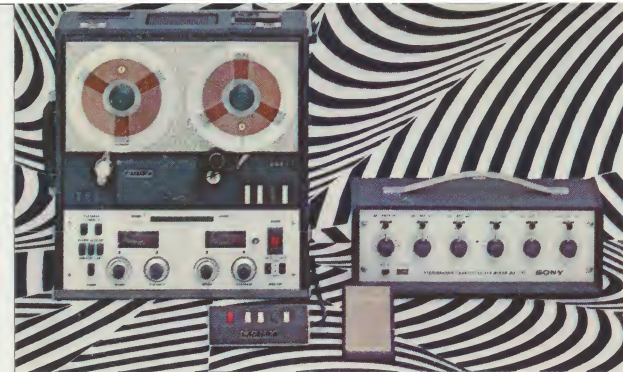
8150 Vineland Ave. • Sun Valley, Calif.

## ALL THE BEST FROM SONY



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### SONY SOLID STATE 777 LIMITED EDITION SERIES

For the dedicated connoisseur... Sony is proud to present the all new "LIMITED EDITION 777"... a professional stereophonic recorder unmatched in quality and performance specifications. A limited quantity of

this superb hand crafted instrument will be produced.

The new 777 incorporates the most advanced techniques of solid state circuitry design.

A rewarding achievement after years of dedicated research and development by Sony, the Model 777 Limited Edition Series establishes a new standard of excellence for portable professional tape recording equipment.

Complete with carrying case and remote control unit. \$695.

**Special Features:** Exclusive Sony "TRAC-STAN DRIVE"... Exclusive Sony Electro-Bi-Lateral Head... Three Motors... Push-Button Relay Operated Controls... Remote Control... Swing-Out Military Type Modular Circuit Boards... Microphone and Line Mixing... Tape and Source Monitoring... Professional VU Meters... Automatic Tape Lifters... Instant Pause Control.

### SONY SOLID STATE 660

Think reverse—Sony ESP\* will do the rest. You never touch the tape, you never touch the recorder—yet Sony ESP reverses the tape automatically.

The amazing Sony ESP electronic brain constantly scans and automatically senses the modulations on your recorded tapes. When these modulations stop, and your tape track is complete, within 10 seconds the Electronic Sensory Perceptor automatically reverses the tape direction! You never again bother with old fashioned metallic stripping, you never again bother about recording reversing signals. Sony ESP tape reverse is activated solely by silence.

The Sony XL-4 Quadradial Sound system completes this advanced 4-track music system. No other recorder offers the versatile performance and total stereo dimension of this remarkable instrument. Complete with two Sony F-96 dynamic microphones: Less than \$575.

\*Electronic Sensory Perception



**Special Features:** Sony ESP Reverse... XL-4 Quadradial Sound System... 4-track Stereophonic or monophonic Recording and playback... Three Motors... Push-Button Operation... VU Meters... Bass and Treble Tone Controls... Automatic Shut-Off... Two Speeds... Digital Tape Counter... Stereo Headset Monitor Output.



### SONY SOLID STATE "530"

The breathtaking realism of full range stereo is yours to command with the new Sony Sterecorder 530.

A great symphony to record? With this superb instrument you are a professional. Adjust the computer-styled knobs of the 530 and the

whole room fills with the total dimension of the built-in Sony XL-4 Quadraradial Sound system.

Everything for a complete 4-track stereophonic music system, XL-4 Quadraradial Speaker system, 40 watt Stereo amplifiers, 2 Sony F-96 dynamic microphones—all centralized in a handsome leather-grained, gray and satin-chrome carrying case. Less than \$399.50 complete.

**Special Features:** 4-track Stereophonic and Monophonic Operation...XL-4 Quadraradial Sound System...3 Speeds  $7\frac{1}{2}$ ,  $3\frac{3}{4}$  and  $1\frac{1}{8}$  ips...Solid State Stereo Circuitry...Separate Bass and Treble Tone Controls...Professional VU Meters...Automatic Sentinel Shut-Off Switch...Pause Control and Digital Tape Counter...Automatic Tape Lifter...Vertical and Horizontal Operation.

### SONY SOLID STATE STERECORDER "260"

The wonderful world of stereophonic sound takes on a new total dimension with the Sony 260 Sterecorder, featuring the amazing Sony XL-2 Radial Sound Projection System. Never before has a portable instrument of such modest price delivered stereophonic sound with such fullness and clarity of separation.

Complete with handsome dark gray and satin-chrome carrying case and two Sony F-96 dynamic microphones—all for less than \$249.50.

**Special Features:** XL-2 Radial Sound...Solid State Circuitry...FM Stereo



Inputs...Two Professional VU Meters...Vertical or Horizontal Operating Position...Separate Bass and Treble Tone Controls...Automatic Sentinel Shut-Off Switch...Automatic Tape Lifters...Pause Control and Tape Counter...Dynamically Balanced Capstan Flywheel.





### SONY STERECORDER "200"

Sony Engineers have combined superb craftsmanship with their famous technical skill in designing the Sony 200 Sterecorder. This low-cost complete 4-track stereophonic tape recording system is unsurpassed in quality in its price range. Designed for home

or portable use, the 200 is compactly contained within a handsome dark gray and satin-chrome carrying case. Carrying case lid when detached becomes two full range speakers that may be placed up to 15 feet apart, for optimum stereo effect.

Complete with portable carrying case and two Sony F-97 dynamic microphones. Less than \$199.50.

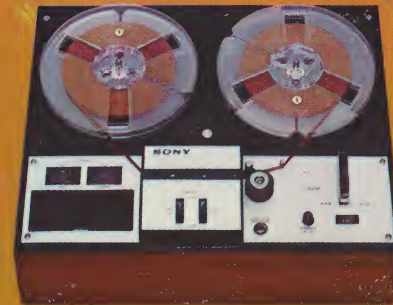
**Special Features:** 4-Track Stereophonic and Monophonic Recording and Playback...Full Range Stereo Speaker System...Built-in Stereo Pre-Amplifiers and Power Amplifiers...FM Stereo Inputs...Two VU Meters...Sound-on-Sound...Dynamically Balanced Capstan Flywheel...Automatic Tape Lifter...Pause Control and Digital Tape Counter...Full 7 Inch Reel Capacity.

### SONY SOLID STATE "350"

No Stereo recording technique is beyond the performance capabilities of the Sony 350. Its 3 head design provides such sophisticated features as sound on sound and tape source monitoring. Providing versatility and features normally found only in much more expensive recorders, the Sony 350 will satisfy the needs of the most discriminating hi-fi enthusiasts.

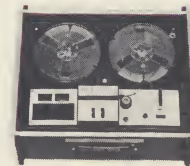
Complete with walnut grained, low profile base. Less than \$199.50.

**Special Features:** 4-Track Stereophonic and Monophonic Recording and Playback...Solid State Circuitry... Professional 3 Head Design...Two VU Meters...Tape/Source Monitor Switch...Vertical and Horizontal Operating Positions...Dynamically Balanced Capstan Flywheel...Pause Control and Digital Tape Counter... Automatic Sentinel Shut-Off Switch...Headset Monitor Jack... Full 7 Inch Reel Capacity.



### SONY 350C:

Same as Model 350, for portable use, mounted in handsome dark gray and satin-chrome carrying case. Less than \$219.50.





### SOLID STATE SONYMATIC "135"

You'll find this little Sony so nice to have around the house...for Dad, Mom, the kids, and even Grandma. Exclusive new Sonymatic control makes the 135 so easy to operate. All you have to do is flick switch *one*... press button *two*...turn knob *three*.

Whether you talk, dictate a letter, practice lessons, prepare a speech, sing-along-with-Mitch, blow a tuba, preserve a broadcast or party for posterity, or whistle Dixie, you will automatically have a perfect recording every time. Sonymatic adjusts its own recording volume without your ever touching a control. It's a beauty, too, in its rugged gray-and-white pebble-grained unbreakable case. And it's family priced...less than \$69.50 complete with microphone and carrying case.

**Special Features:** Sonymatic AVC... Full 5 Inch Reel Capacity... True Capstan Drive... Two Speed Operation... Automatic Tape Lifter... Monitor Output.

### SOLID STATE SONYMATIC "123"

An automatic Sony for only \$39.95! The solid state 123 has an exclusive new automatic recording volume control... called Sonymatic AVC. You never adjust the volume. Whether you whisper or shout, play piccolo or tuba, your recordings will be captured with equal clarity, without your ever touching a knob. All this for only \$39.95—complete with dynamic microphone.

**Special Features:** Sonymatic AVC... True Capstan Drive... Two Speeds... Full 3¼ Inch Reel Capacity... Advanced Solid State Circuitry... Dynamic microphone.



### SONY 123 TAPEMATES

Here's a letter-writing machine for people who hate to write letters, and an answering machine for people who never answer. The Sony 123 Tape-Mates Twin-Pack makes letter-writing fun. Buy this Twin-Pack...keep one—give one to a friend or loved one. Only \$79.50 for the pair.





### SONY SERVOCONTROL "800"

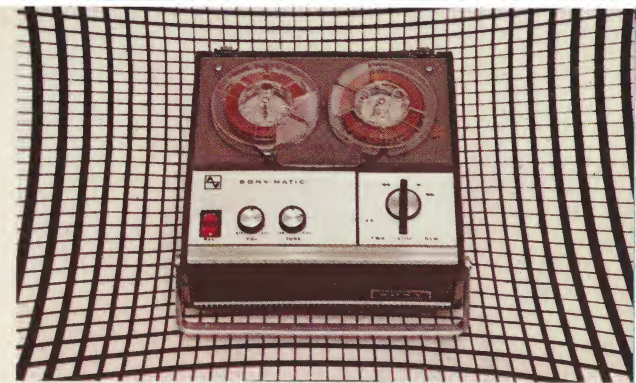
Space-age technology inspired this new all-purpose solid state portable tape recorder. Its heart is the newest Sony achievement—The Sony ServoControl motor; the same type of motor used in missile guidance control systems where critical timing accuracy is a must. The ServoControl 800 with its direct capstan drive gives you a choice of 3 electronically controlled speeds,  $7\frac{1}{2}$ ,  $3\frac{3}{4}$ , and  $1\frac{1}{8}$  ips. Full 5 inch reel capacity delivers up to 4 hours of full fidelity speech or recorded music on a single reel. The ServoControl 800 operates on both flashlight batteries or household current—without an adapter. Less than \$199.50 complete. Available February, 1966

**Special Features:** Servo Controlled Motor... AC or Battery Operation... Sonymatic AVC... 3 Speed Operation... Digital Tape Control... Push-Button Controls... Tone Control and Monitoring Facilities... Remote Stop/Start Switch on Dynamic Cardioid microphone... Solid State Electronics...

### SOLID STATE SONYMATIC "900"

A compact battery powered portable performer with a big, big voice. Powerful enough to fill a room with the sound of marching band... sensitive enough to clearly reproduce your slightest whisper. Weighing a mere  $5\frac{1}{2}$  pounds, the Sonymatic 900 can be your traveling or home companion. Operating portably on 4 flashlight batteries, it can instantly switch to household current with no special adapters needed. Only \$67.50 complete with dynamic microphone and vinyl carrying case.

**Special Features:** AC or Battery Operation... Sonymatic AVC... Two Speed Operation  $3\frac{3}{4}$  and  $1\frac{1}{8}$  ips... True Capstan Drive... Advanced Sony Solid State Circuitry... Automatic Tape Lifter... Full  $3\frac{3}{4}$  Inch Reel Capacity and Dual Track Operation... Remote Stop/Start Switch on Microphone... Playback Tone Control.



### F-85 VOICE COMMAND MICROPHONE

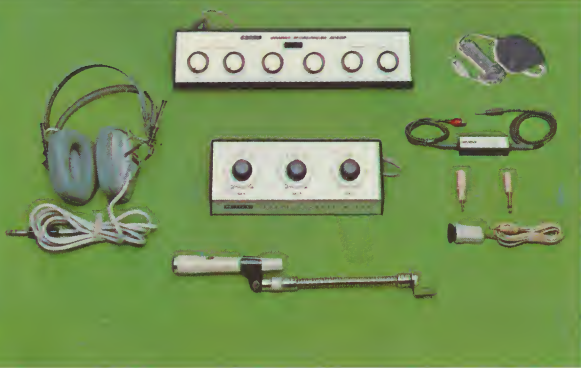
This optional cardioid dynamic microphone accessory adds a voice activating feature to Sonymatic 900. The 900 will actually start at the sound of your voice. Pause—and the 900 also pauses, awaiting your next command. Less than \$22.00.

### RM-6 VARIABLE SPEED AND PAUSE CONTROL

A must for transcription—playback speed of recorded dictation can be slowed down to desired speed for transcribing. Push button in center of control provides for remote instant stop and start. \$9.95.







## SONY ACCESSORIES

### SONY STEREO HEADSETS (DR-3A AND DR-3C)

The thrill of "surrounding presence" is now yours from Sony. Model DR-3A (low impedance); Less than \$22.50. Model DR-3C (high impedance). Less than \$27.50.

### MODEL AD-5 MICROPHONE HOLDER

A flexible goose-neck holder for Model F-96 microphone. Less than \$8.95

### MX-6S STEREOPHONIC MIXER

Professional stereo mixing facilities for 3 microphones or high level sources per channel. Less than \$29.95.

### MX-600 MONOPHONIC MIXER

Same as MX-6S but for monophonic recorder use only. Less than \$22.50.

### CONNECTION PLUG ADAPTERS

Model "PC-1"—Adapts standard phone plugs to fit mini jacks. Model "PC-2"—Adapts mini plugs to fit standard phone jacks. \$1.25 each.

### TP-4S TELEPHONE PICKUP

For a recorded transcript of important telephone conversations, will pick up both conversations, for true fidelity reproduction. \$3.50.

### HE-2 HEAD DEMAGNETIZER

Professional demagnetizer is designed to provide maximum reduction of residual magnetism that builds up in tape recorder heads during use. Features a push-button On/Off switch for ease of operation. Less than \$12.95.

### RK-66 ADAPTER

Tape stereo discs directly from your record player. Provides for direct connection to your Sony tape recorder from a magnetic phono cartridge. (Two needed for stereo.) \$2.95 each—\$5.00 the pair.

## SONY PROFESSIONAL RECORDING TAPE

Now, from Sony—a magnetic recording tape to match the performance quality of Sony instruments.

Sony professional magnetic tape is impregnated with the exclusive Sony *Lubri-Cushion* lubricant that can not wear off. An extra-heavy formula Sony *Oxi-Coat* oxide coating assures full-frequency recording and Sony *Flexi-Strength* polyester backing provides durability under wide variations of temperature and humidity. Sony *Permatizing* eliminates shedding, peeling and flaking.

Sony PR-150 is available in these easy-thread reel sizes and convenient lengths: PR-150-18— $\frac{1}{4}$  In. x 1800 Ft.—7 In. Reel Suggested List Price \$6.20

PR-150— $\frac{1}{4}$  In. x 900 Ft.—5 in. Reel Suggested List Price: \$3.60

PR-150-3— $\frac{1}{4}$  In. x 300 Ft.— $3\frac{1}{4}$  In. Reel Suggested List Price: \$1.75

PR-150-3M— $\frac{1}{4}$  In. x 300 Ft.—3 In. Reel, for tape corresponding, comes in self-mailing box. Suggested List Price \$1.60



Available Soon:

SONY PR-200 DOUBLE PLAY PROFESSIONAL RECORDING TAPE PR-200-24— $\frac{1}{4}$  In. x 2400 Ft.—7 In. Reel Suggested List Price: \$9.50

SONY PR-250 LOW-NOISE PROFESSIONAL RECORDING TAPE PR-250-18— $\frac{1}{4}$  In. x 1800 Ft.—7 In. Reel Suggested List Price: \$7.35.